

## Department of Business Management



### Johannesburg Business School College of Business and Economics

#### First Semester 2018 Summative Assessment SUPPLEMENTARY EXAM

<b><u>MODULE</u></b>	Research Methodology NQF 8
<b><u>CODE</u></b>	STM8X06
<b><u>DATE</u></b>	TBA 2018
<b><u>DURATION</u></b>	3 HOURS
<b><u>TOTAL MARKS</u></b>	150

---

<b><u>EXAMINER</u></b>	Dr. P. Thomas
<b><u>NUMBER OF PAGES</u></b>	11 PAGES including this page

---

#### **INSTRUCTIONS TO CANDIDATES:**

##### **SECTION A (100 marks)**

**ANSWER 4 of 5 theory questions (4 x 25 marks)**

##### **SECTION B (50 marks)**

**Case study – answer ALL questions**

- This is a **CLOSED** book assessment.
- Read the questions carefully and answer only what is asked.
- Number your answers clearly.
- Write neatly and legibly.
- Structure your answers by using appropriate headings and sub-headings.
- The general University of Johannesburg policies, procedures and rules pertaining to written assessments apply to this assessment.

[illegible]

**Consider the following:**

*You want to conduct a quantitative survey to establish the profile of fans attending South African women's soccer matches.*

4.1 Discuss the differences between closed ended questions and open ended questions on a survey.

**(10)**

4.2 You have a quantitative questionnaire and intend to sample 120 randomly selected women's soccer fans. You need to profile the fans attending the match by capturing their demographic details.

Using five (5) demographic closed ended questions, sketch (as below) and annotate questions that demographically profile woman's soccer fans.

**Note:** Use a column of numbers as a tick box for each demographic closed ended question (hint: the STASKON scale example form had this type of demographic questions in the 1<sup>st</sup> section).

The following is an example of a closed ended question for car type a respondent might have (NOT applicable to a soccer fan survey):

**1. Make of car you drive?**

Toyota	1
Suzuki	2
VW	3
Renault	4

**(15)****SECTION A QUESTION 5 (25 marks)****Consider the following statement:**

Triangulation in research design entails using more than one method of investigation and source of data in the study of social phenomena so that findings can be cross checked and as a reliable and valid way to understand the complex social realities like corporations.

Explain the value of triangulation in each of the following cases:

5.1 You are busy undertaking doing qualitative research on the value of management training in electronic cellphone repairs in a single firm. You interview managers from operational management on the production line of the repair factory; middle management in a function of the firm e.g. the marketing/ finance/ and HR department; and the firm's top management (CEOs). All have recently received training in report writing.

Discuss the value of the participant selection above in terms of triangulation.

**(8)**

5.2 You want to know to what extent travel websites that cater for physically disabled tourists, truly reflect the catering needs of this category of tourist. You also interview physically disabled leisure tourists as to their tourist accommodation experiences.

Discuss the value of this research strategy in terms of triangulation.

**(8)**

<p>5.3 You are interested in finding out why people attend female soccer matches. You decide to interview a woman's soccer coach, a woman's team manager and a female soccer player (qualitative). You also decide to interview adult attendees at a female soccer match using a quantitative survey instrument.</p> <p>Discuss the value of this research strategy in terms of triangulation.</p>	(9)	
<p><b>SECTION B (50 marks)</b>  <b>ANSWER ALL QUESTIONS IN THIS SECTION</b></p> <p><b>READ the case study in the APPENDIX 1 below.</b>  <b>Answers the following questions.</b></p> <p>B1. Write a research problem (not more than 5 lines) for the case study below.</p> <p>B2. Write a research question for the case study that addresses the research problem of B1.</p> <p>B3. Set a Primary Objective for the research of this case study.</p> <p>B4. Outline a <b>qualitative</b> research design <b>process</b> suitable to address items B1, B2 and B3.</p> <p>B5. Describe three (3) types of participants you would want to interview in order to address the research question. Be clear in your arguments as to why their opinion(s) would be important.</p>	(10) (5) (5) (20) (10)	
<p><b>APPENDIX 1 – CASE STUDY</b></p> <p><b>BACKGROUND TO THE RESEARCH PROBLEM</b></p> <p>There are many businesses in today's world that are becoming more environmentally sustainable in the products and services they offer to tourists, as tourists' awareness on the impacts of tourism on the environment is increasing and is becoming crucial in choosing where they will travel and stay. The effect of climate change, along with pollution and the depletion of non-renewable natural resources, have given rise to environmental awareness (Douglas, 2006:458).</p> <p>Even though the word green practices comes across as positive, responsible and creating a better environment for the future, it's important to understand that this is not always the case, there are certain disadvantages for a business going green (Biondi and Frey, 1995). In green practices, negativity can arise from small business because the practices require the business to always update and maintain their green initiatives. In terms of greening the business, effort and dedication takes time and work.</p> <p>The accommodation sectors are developing many green practices in order to minimize the impacts that their business environment is creating such as greenhouse gases, climate change and waste. Green practices mean to</p>		

<p>increase the knowledge on how industries can become more environmentally friendly and ecologically responsible about management decisions and consumer lifestyles, which can in turn help protect the environment. Tourism is moving as an industry towards sustainability, which ‘meets the needs of the present without compromising the ability of future generations to meet their own needs’ (Brundtland, 1987:8). Porritt and Winner (1988) stated that businesses can assist in protecting the environment by becoming green businesses, in other words becoming sustainable businesses in terms of environmental management.</p> <p>Lilogo Lodge, a leisure tourism accommodation in Johannesburg, implements green practices but have never measured the impact of their efforts on its tourist trade.</p>		
<b>TOTAL</b>		<b>150</b>